



DEPARTMENT OF THE NAVY
NAVY RECRUITING COMMAND
5722 INTEGRITY DR.
MILLINGTON, TN 38054-5057

COMNAVCRUITCOMINST 5721.1
00C
9 Sep 2010

COMNAVCRUITCOM INSTRUCTION 5721.1

From: Commander, Navy Recruiting Command

Subj: USE OF THE NAVY RECRUITING COMMAND SPEAKERS' BUREAU

Encl: (1) Sample Event After Action Entries
(2) Navy Recruiting Command Speakers' Bureau Survey

1. Purpose. To issue policy and procedures for the use of the Navy Recruiting Command (NAVCRUITCOM) Speakers' Bureau. The Speakers' Bureau provides Navy Recruiting Districts (NAVCRUITDISTs) with a list of junior officers from various communities and personal backgrounds that have volunteered to speak at recruiting events. Contact and biographical information are provided. The primary objective of the bureau is to maximize the use of local assets when executing recruiting events and facilitate recruitment of the most diversified pool of applicants possible.

2. Discussion. The following is a list of guidelines when using members of the bureau for local speaking engagements.

a. NAVCRUITDIST's will make every effort to solicit local Navy Operational Support Center's (NOSC's) and local Navy commands for speakers before contacting a speaker on the bureau list. In the event a speaker is requested for a non-local event, NAVCRUITCOM will fund travel on a case-by-case basis as necessary when funding is available.

b. Speakers shall only be used for speaking events. A speaker shall be scheduled for minimum duration travel to reduce impact on their parent command.

c. After Action Reports from the NAVCRUITDIST requestor and speaker are required for any speaking engagement by a bureau member. Enclosures (1) and (2) shall be used as the format for after action reports. These reports shall be submitted to NAVCRUITCOM Diversity Director (00C) no later than five working days after the event.

d. Event and venue information shall be prepared by the requesting command to provide to all speakers prior to their

9 Sep 2010

arrival. In general, junior officers will be speaking about their experiences as a Naval Officer. It is the responsibility of the person requesting the service to ensure that the speaker is able to meet the requirements of the event.

3. Action

a. NAVCRUITCOM 00C is assigned overall responsibility for policy direction and implementation.

b. Speakers' Bureau Program Manager.

(1) Maintain current list of qualified speakers.

(2) Collect after action reports and implement pertinent lessons learned.

4. Questions regarding the Navy Recruiting Command Speakers' Bureau may be referred to NAVCRUITCOM 00C at (901) 874-9069.

/s/

W. C. MARVEL

Chief of Staff

Distribution:

Electronic only via

<http://www.cnrc.navy.mil/Publications/directives.htm>

SAMPLE EVENT AFTER ACTION ENTRIES

Affinity Group	MAES	
Event Name	National Leadership Conference	
Purpose	Recruiting	
Audience	Students & COIs	
Supporting NRD	San Antonio	
Start Date		24-Mar-10
# Days		3
# Attendees		275
# Leads		32
# Direct Hires		0
# COI		23
# NRD Personnel		2
# HQ Personnel		4
# Navy Speakers		1
Speaker Names	LCDR Mark Venzor	
Awards presented to Navy	None	
Navy Scholarships	None	
Event Contract\$	\$	14,000
TAD\$	\$	7,935
Branding Provided	Full page Ad back of MAES Magazine, Ad MAES web site, Navy logo conference bags.	
Narrative	What made this event well worth attending...	

DO NOT EDIT VALUES BELOW

ASSUMPTIONS

Avg \$ Per Man Day	\$	250
--------------------	----	-----

FORMULAS

Man Days			19
Manpower\$	\$	4,750	
Total\$	\$	26,685	
Total\$/Attendee	\$	97	
Man Hours/Attendee			0.55
Leads/Attendee			12%
Total\$/Lead	\$	834	

9 Sep 2010

Navy Recruiting Command Speakers' Bureau Survey

To the speaker, please fill out the fields below and provide feedback in the comments section.

Name:

Name and location of the event attended:

Date of event:

Did the requesting command contact you in a timely fashion to allow for appropriate preparation and scheduling of travel?

Did the requesting command provide you with an adequate description of the event and target audience to allow you to fully prepare for the speaking engagement?

Did the requesting command adequately assist you in setting up your travel?

Enclosure (2)

9 Sep 2010

Overall, was your experience representing the Navy at this event a good one? Please explain in detail any difficulties or areas in which the requesting command or the overall process could be improved.

Comments:

Thank you for your time and feedback!